

WHAT IS CLAIMED IS:

1. A transaction intermediary apparatus with a negotiation capability for trading goods or services between buyers and sellers for achieving buyer driven transactions including transactions resulted from negotiation requests initiated by buyers, comprising:

a first offer data receiving means for receiving first offer data which includes regular price data of goods or services provided by at least one seller;

a second offer data receiving means for receiving at least one kind of second offer data which has conditions more beneficial to buyers in price or quality than that of the first offer data;

a requested condition data receiving means for receiving conditions requested by a buyer which includes at least a price range desired by the buyer for the goods or services;

a data retrieving means for retrieving data concerning goods or services which matches the conditions requested by the buyer;

a first offer means for offering the data on the goods or services retrieved from the first offer data by the data retrieving means to the buyer;

a negotiation request receiving means for receiving at least one negotiation request which requests a transaction condition more beneficial to the buyer in the price or quality than the data retrieved from the first offer data;

a second offer means for offering at least one kind of the second offer data to the buyer in response to the negotiation request;

a transaction intent receiving means for receiving a transaction intent of the buyer to agree on the transaction after offering the second offer data at least once; and

a transaction intent sending means for sending the transaction intent of the buyer to the seller which at least includes a seller who provides the goods or services agreed upon by the buyer.

5 2. A transaction intermediary apparatus as defined in Claim 1, further comprising a storage means for storing at least one of the first offer data and the second offer data.

10 3. A transaction intermediary apparatus as defined in Claim 1, wherein the subject of the transaction is hotel room reservation.

15 4. A transaction intermediary apparatus as defined in Claim 1, further comprising a handling fee setting means for setting a handling fee to be charged to at least one of the buyer or the seller depending on a level of benefit provided to the buyer by the second offer data.

20 5. A transaction intermediary apparatus as defined in Claim 4, wherein the handling fee setting means modifies the amount of the handling fee depending on at least one of parameters including types of the buyer and seller, goods or servers to be traded, and conditions of transaction.

25 6. A transaction intermediary apparatus as defined in Claim 1, wherein the second offer data include data showing a degree relative to the regular price.

30 7. A transaction intermediary apparatus as defined in Claim 1, the negotiation request by the buyer requests goods or servers more favorable to the buyer by selecting a specific price within the regular price listed in the first offer data which is within the price range initially requested by the buyer, and the second offer means provides the second offer data to the buyer in response to the negotiation request.

35 8. A transaction intermediary apparatus as defined in Claim 1, the negotiation request by the buyer requests goods or servers more favorable to the buyer by specifying a seller and a good or service provided by the specified seller more

favorable to the buyer, and the second offer means provides the second offer data to the buyer in response to the negotiation request.

5 9. A transaction intermediary apparatus as defined in Claim 1, further comprising:

 a character control means for controlling an operation of a character who negotiates with the sellers for the buyer; and

 a display means for displaying the character;
10 wherein the character control means operates, in response to requests by the buyer, to attain the second offer data more favorable to the buyer, thereby achieving a final transaction of goods or services which matches with the negotiation request by the buyer.

15 10. A transaction intermediary apparatus as defined in Claim 1, further comprising a payment processing means which performs a payment procedure for a transaction completed between the buyer and seller at the same time or after sending the transaction intent of the buyer to the seller.

20 11. A transaction intermediary apparatus for trading goods or services between buyers and sellers, comprising:

 a seller input terminal for inputting first offer data which includes regular price data of goods or services and second offer data which has conditions more
25 favorable to buyers in price or quality than that shown in the first offer data;

 a buyer input terminal for inputting purchase conditions requested by a buyer which includes a price range for the goods or services; and

30 an intermediary server provided between the seller input terminal and the buyer input terminal for assisting the buyer who request a negotiation to attain conditions more beneficial to buyers in price or quality;

35 wherein, upon receiving the first offer data and

the second offer data, the seller input terminal sends the first offer data and the second offer data to the intermediary server, and receives a transaction intent from the buyer;

5 wherein the buyer input terminal is able to input the purchase conditions by the buyer, the negotiation request, the transaction intent, and receives the first offer data and the second offer data from the sellers through the intermediary server; and

10 wherein the intermediary server retrieves first offer data to seek goods or services which matches the purchase conditions requested by the buyer, sends the retrieved results to the buyer, receives at least one negotiation request and retrieves the second offer data to seek goods or services which matches the negotiation
15 request by the buyer, sends the retrieved results to the buyer, receives the transaction intent of the buyer and sends the transaction intent to the seller who provides the goods or services agreed upon by the buyer.

20 12. A transaction intermediary apparatus as defined in Claim 11, further comprising a storage means for storing at least one of the first offer data and the second offer data.

 13. A transaction intermediary apparatus as defined in Claim 11, wherein the subject of the transaction is hotel
25 room reservation.

 14. A transaction intermediary apparatus as defined in Claim 11, further comprising a handling fee setting means for setting a handling fee to be charged to at least one of the buyer or the seller depending on a level of benefit provided
30 to the buyer by the second offer data.

 15. A transaction intermediary apparatus as defined in Claim 14, wherein the handling fee setting means modifies the amount of the handling fee depending on at least one of parameters including types of the buyer and seller, goods or
35 servers to be traded, and conditions of transaction.

16. A transaction intermediary apparatus as defined in Claim 11, wherein the second offer data include data showing a degree relative to the regular price.

17. A transaction intermediary apparatus as defined in Claim 11, the negotiation request by the buyer requests goods or servers more favorable to the buyer by selecting a specific price within the regular price listed in the first offer data which is within the price range initially requested by the buyer, and the second offer means provides the second offer data to the buyer in response to the negotiation request.

18. A transaction intermediary apparatus as defined in Claim 11, the negotiation request by the buyer requests goods or servers more favorable to the buyer by specifying a seller and a good or service provided by the specified seller more favorable to the buyer, and the second offer means provides the second offer data to the buyer in response to the negotiation request.

19. A transaction intermediary apparatus as defined in Claim 11, further comprising:

a character control means for controlling an operation of a character who negotiates with the sellers for the buyer; and

a display means for displaying the character;

wherein the character control means operates, in response to requests by the buyer, to attain the second offer data more favorable to the buyer, thereby achieving a final transaction of goods or services which matches with the negotiation request by the buyer.

20. A transaction intermediary apparatus as defined in Claim 11, further comprising a payment processing means which performs a payment procedure for a transaction completed between the buyer and seller at the same time or after sending the transaction intent of the buyer to the seller.

21. A transaction intermediary apparatus as defined in

Claim 11, wherein the intermediary server promotes the transaction between the buy and seller by forming an intermediary transaction system accessible through a home page on the Internet.

5 22. A transaction intermediary apparatus as defined in Claim 11, wherein at least one of the seller input terminal or the buyer input terminal is a wireless telephone, and the intermediary server promoting the transaction between the buyer and the sellers when receiving the data through the
10 wireless telephone.

 23. A transaction intermediary method involving a negotiation capability for trading goods or services between buyers and sellers for achieving buyer driven transactions including transactions resulted from negotiation requests
15 initiated by buyers, comprising the following steps of:

 a first offer data receiving step for receiving first offer data which includes regular price data of goods or services provided by at least one seller;

 a second offer data receiving step for receiving at
20 least one kind of second offer data which has conditions more beneficial to buyers in price or quality than that of the first offer data;

 a requested condition data receiving step for receiving conditions requested by a buyer which includes
25 at least a price range desired by the buyer for the goods or services;

 a data retrieving step for retrieving data concerning goods or services which matches the conditions requested by the buyer;

 a first offer step for offering the data on the
30 goods or services retrieved from the first offer data through the data retrieving step to the buyer;

 a negotiation request receiving step for receiving
35 at least one negotiation request which requests a transaction condition more beneficial to the buyer in

the price or quality than the data retrieved from the first offer data;

5 a second offer step for offering at least one kind of the second offer data to the buyer in response to the negotiation request;

a transaction intent receiving step for receiving a transaction intent of the buyer to agree on the transaction after offering the second offer data at least once; and

10 a transaction intent sending step for sending the transaction intent of the buyer to the seller which includes at least a seller who provides the goods or services agreed upon by the buyer.

15 24. A transaction intermediary method as defined in Claim 23, wherein the subject of the transaction is hotel room reservation.